



Western Visayas

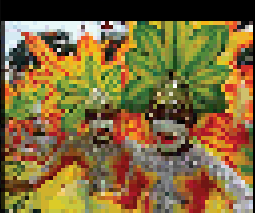
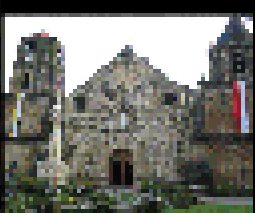
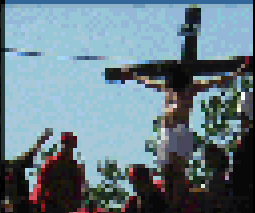
TOURISM ACTION PLAN 2010

Shared Vision, Mission and Goals

To be a globally competitive cultural heritage, resort and convention destination loaded with fascinating cultural festivals, events and natural attractions and showcasing the vibrance, vintage and values of its people.

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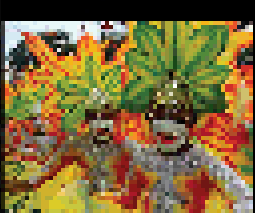
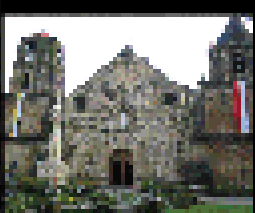
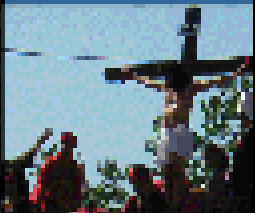


Shared Vision, Mission and Goals

To position Western Visayas as the top MICE (meetings, incentives, convention and exhibition) destination offering cultural heritage and resort attractions.

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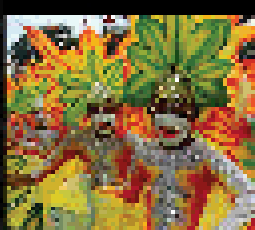
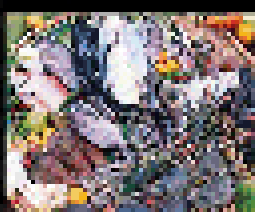
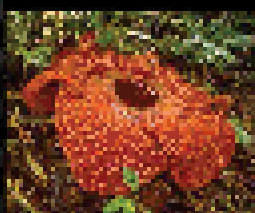


Shared Vision, Mission and Goals

Goals and Objectives	Key Results
Goals	
Increase tourist arrivals for 5 years	Annual tourist arrivals
Increase tourist receipts for 5 years	Amount of tourist receipts generated
Create jobs for the West Visayas people	Number of jobs created
Objectives	
1. Improve the quality and range of Western Visayas tourism infrastructures.	Completion of identified tourism infrastructures (roads, seaports, airports and accommodation facilities) New and improved natural and cultural products developed
2. Improve the competitiveness of natural and cultural based attractions	New investments in tourism infrastructures
3. Promote an aggressive domestic and international tourism program by branding, image and marketing initiatives	Successful branding of Western Visayas as prime tourist destination Updated and working marketing program, structures and systems
4. Upgrade frontline and support services	Improved frontline services and service providers
5. Develop policy and community support	Increased participation rates of communities to tourism activities

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Framework for Tourism Development

Province/City	Focus Areas
Antique and Aklan/Boracay	Nature-based tourism (resort, eco-tourism and adventure tourism)
Capiz	Agri-tourism (cutflower, seafoods and caving)
Guimaras	Agri-tourism (agriculture- and marine-tourism and adventure)
Negros Occidental /Bacolod City	Adventure, cultural heritage and MICE
Iloilo/Iloilo City	MICE and cultural heritage

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Target Market

Domestic Market

Main Segment	Sub-Segment
National Capital Region/ within Region VI/ other regions	Visiting Friends and Relatives (VFR), youths, government and corporate visitors and their families, balikbayans and sports and soft adventure groups and religious groups

Foreign Market

Main Segment	Sub-Segment
East Asia (Korea, Japan, Taiwan, China and Hongkong)	Leisure and holiday seekers
North America (Canada, USA)	VFRs, Balikbayans, leisure groups
Western Europe (Germany, UK, Scandinavia)	Business, Conventions, Corporate Incentives and leisure groups
Ocena (Australia)	Wind surfing, Diving, Special Interest

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Action Plans

- Shore up physical infrastructure to support tourism development
- Improve the region's tourism products and services
- Integrate marketing and promotion projects and activities into a unified Western Visayas tourism marketing program.
- Promote public-private partnerships to support tourism investments, capacity development and tourist services.
- Improve tourism front line support services.
- Systematize community and policy support.
- Institute permanent leadership and governance of the region's tourism industry.

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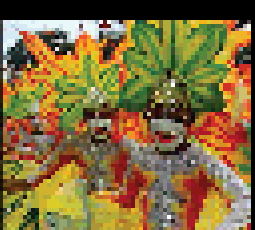
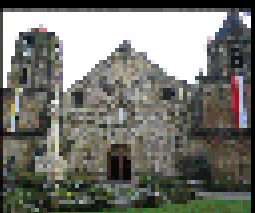
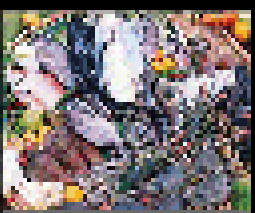
Implementing and Financing the Action Plans

Short-term (within 6 months)

1. Reorganize the Regional Tourism Council who should meet to adopt the action plan as their working document and ensure that public and private sectors participate in the work and financial planning activities.
2. Organize working committees to handle specific activities in this action plan. It is envisioned that the committees should be multi-stakeholder in nature.
3. Establish a Resource Mobilization Committee to take charge of financial aspects of this plan.
4. Develop a regional marketing plan
5. Prepare monitoring and evaluation framework and plan for this action plan.

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Implementing and Financing the Action Plans

Medium Term (6 months to 1.5 years)

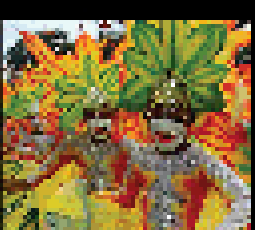
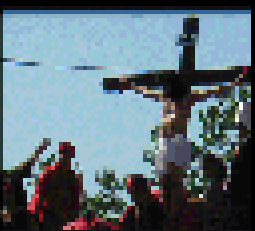
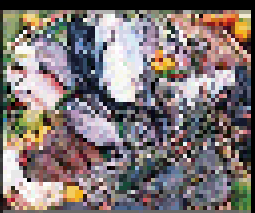
1. Prepare feasibility studies and industry reports for investment promotion and infrastructure support services.
2. Conduct of investment forums and participate in sales missions.
3. Conduct marketing and promotion activities.
4. Prepare tourism code.

Long-term (1.5 to 5 years)

1. Implement planned activities.
2. Monitor and evaluate results.

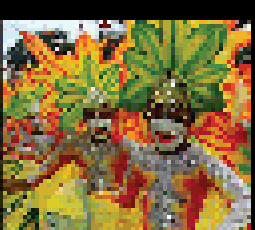
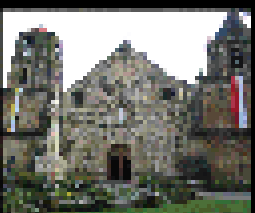
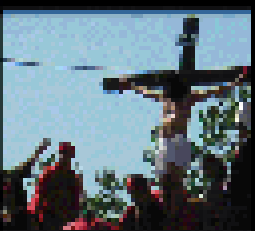
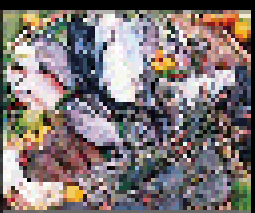
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Seed money: P800,000

Product of P100,00 contribution from each of the five provinces and the two chartered cities in the region.

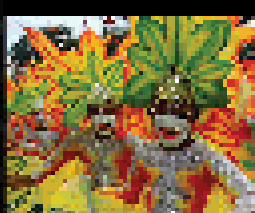
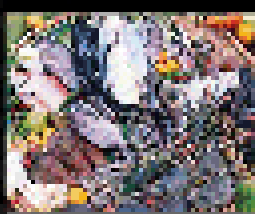
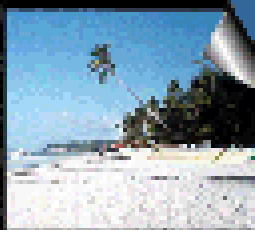


Monitoring and Evaluation

- An annual report will be prepared detailing the WV tourism industry performance in key areas.
- Joint research teams will be contracted to assess the effects of the action plan on the city/provincial performances.
- Hold annual tourism summit to celebrate the tourism experiences of various stakeholders.

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End of Presentation

Thank you!



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